

22 July 2011

### **Cofunds enhances risk planning tool**

Cofunds, the leading independent platform for financial planning, has streamlined the psychometric risk profiling questionnaires available through its financial planning tool, Dynamic Planner.

The tool, developed by Distribution Technology, enables advisers to assess how their clients feel about risk and to subsequently identify an asset allocation for their investments, which will be the most likely to match their attitude to, and capacity for risk .

The questionnaires within the tool were created by Oxford Risk, a leading expert in the field of psychometric risk analysis. These questionnaires use specific wording leading to more accurate results and have been extended to offer advisers 10 or 20 question version options.

They are also supported by a series of improvements in identifying the certainty of client engagement and identifying the client's actual capacity for risk. This ensures advisers can take comfort in more precise risk ratings for their clients, taking into consideration the FSA's recent guidance around risk suitability and good practice.

Verona Smith, Head of Proposition at Cofunds said: "Having assessed our planning tool in the light of the FSA's latest paper, we have listened to the concerns raised by the FSA and enhanced our questionnaires. They provide advisers with more exact answers so advisers can rest assured that they are selecting the best funds for their clients."

Ben Goss, CEO of Distribution Technology added: "In this constantly changing market, it's vital for advisers to have a robust, compliant financial planning process. With reference to the FSA's latest review of investment suitability tools, we believe that advisers using the Cofunds platform can feel very confident in the risk profiling questionnaires and processes used."

- Ends -

**For further information please call:**

Hilary Morison (MRM): 020 3326 9912 or 07793 564 351

Cat Ommanney (MRM): 020 3326 9903 or 07792 768 267

**Notes to Editors:**

Cofunds is the leading independent investment platform for advisers and other financial institutions, with assets under administration in excess of £33bn (as at 01.07.11). It is an independent platform providing flexible, reliable and convenient administration and management services for advisers and their clients as well as dealing and custody services for financial institutions. It does not offer investment management or advice, nor does it compete with advisers by offering its services direct to the end client. Cofunds exists to serve the needs of institutions, advisers, their clients, and fund managers.

Cofunds is authorised and regulated by the Financial Services Authority.